



CONSUMELESSMED

BOOKLET



CONSUME-LESS

Project co-financed by the European Regional Development Fund

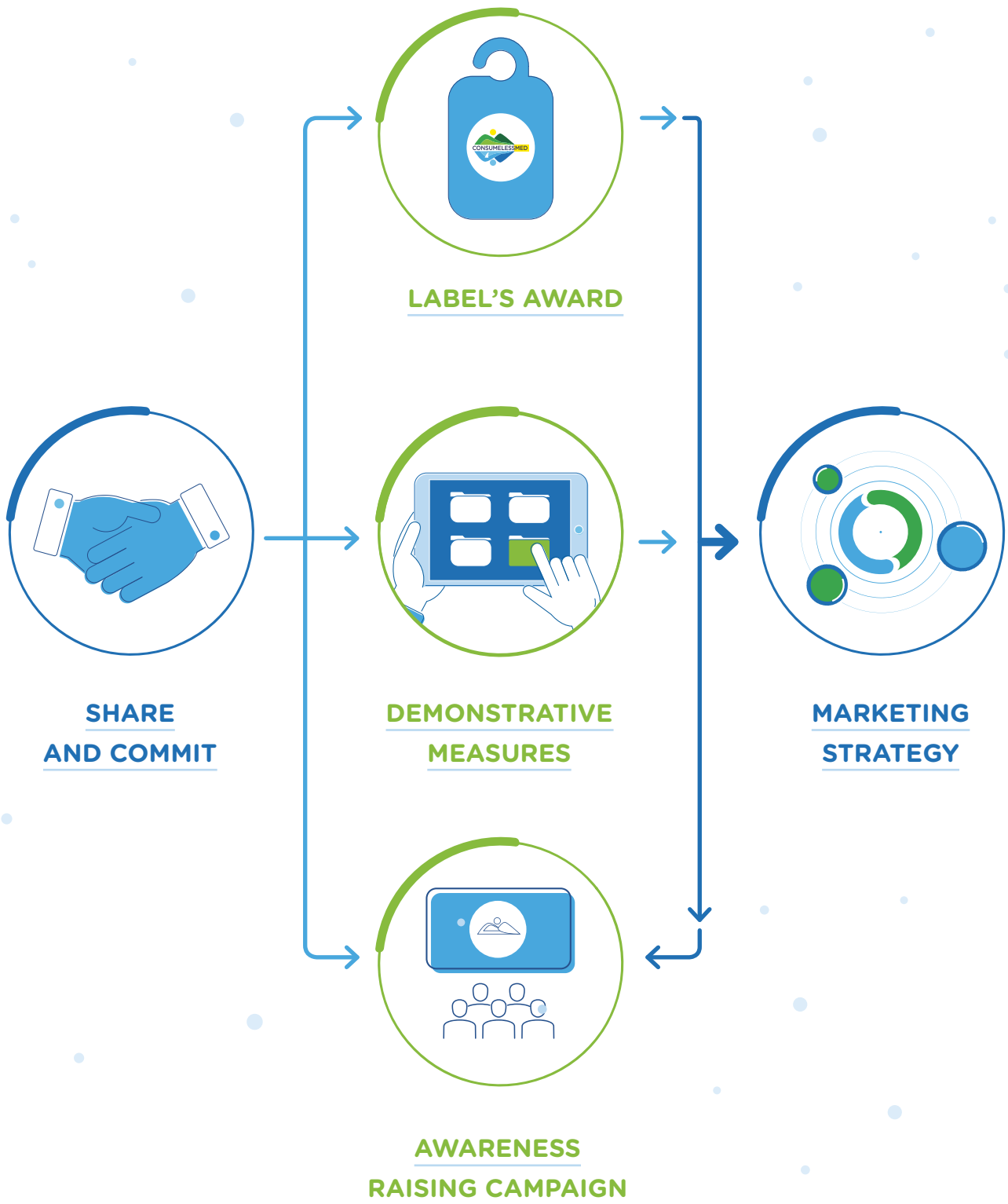
www.consume-less.interreg-med.eu



AMBIENTEITALIA



Consume-less model



ConsumelessMed label

THE CONSUMELESSMED LABEL HAVE TO BE JOINTLY PROMOTED AND MANAGED BY THE PUBLIC ADMINISTRATIONS TOGETHER WITH LOCAL KEY ACTORS, SETTING UP A LOCAL CONSUME-LESS COMMITTEE. THE MAIN TASKS OF THE COMMITTEE ARE: PROVIDING TECHNICAL SUPPORT; AWARDING THE LABEL; PROMOTING THE LABEL AND THE FACILITIES AWARDED; MONITORING THE APPLICATION OF THE LABEL'S CRITERIA.

The label is assigned to public or private operators: hotels and accommodation; camping sites; cafes and restaurants; food and handicraft shops; beach resorts.

Facilities willing to apply the ConsumelessMed label should sign a ConsumelessMed adhesion form including the following commitments:

- implementation of mandatory and voluntary actions aiming to reduce waste, water and energy consumption;
- the management must ensure that the employees are aware of the establishment's environmental undertakings and behave in a more sustainable way;
- implementation of communication activities: ConsumelessMed label must be displayed in a prominent place, information materials about the environmental commitment and the ConsumelessMed initiatives must be visible and accessible for guests and published on the web.

[For more information about the contents and the implementation approach you can download the label guidelines "ConsumelessMed Companion."](#)



Rural accommodation
in Realmonte



Restaurant
in Naxos



Local handicraft shop
in Vélez-Málaga

Consume-less demonstrative measures

THE DEMONSTRATIVE MEASURES ARE INTENDED AS INSTALLATIONS, LOCATED IN PLACES WITH A HIGH VISIBILITY, AIMED AT REDUCING WASTE, SAVING WATER, SAVING ENERGY OR PRODUCING ENERGY BY RENEWABLE SOURCES.

These measures play an important role in communicating to tourists the commitment of the municipalities to reduce the consumption of environmental resources, becoming a key element of the local awareness campaign. Therefore, they should be highly visible for people visiting the tourist destinations and they should be specifically promoted through the communication materials and events of the awareness raising campaign.

The Consume-less tourist destination can choose to realize one or more demonstrative measures, focusing on one or all the environmental issues (energy, water, waste).

These demonstrative measures can be specifically co-designed and realized “ex novo” together with the local stakeholders in case of public resources and/or private sponsorships available. In case of a lack of dedicated resources, existing initiatives or installations having a potential visibility for tourists could be capitalised better communicating and promoting them.



Separated collection of waste in Vélez-Málaga beaches

Green wall in Marina di Ragusa



Awareness raising campaign

THE AWARENESS RAISING CAMPAIGN HAS TWO MAIN OBJECTIVES:

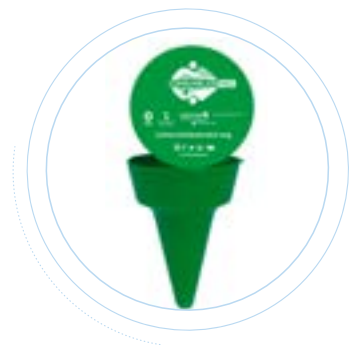
- to mobilize and involve tourism operators and tourism service providers towards an improvement of the environmental sustainability of the services offered to tourists, by implementing specific good practices aimed at reducing waste and saving energy and water;
- to raise the awareness of tourists and citizens on the importance to adopt sustainable Consume-less behaviours in order to preserve the ecosystem services and the related attractiveness of the tourist destination.

THE COMMUNICATION STRATEGY IS BASED ON THREE MAIN COMPONENTS:

Initiatives for a “widespread information” at local level, aimed at promoting the Consume-less brand, thus enhancing the commitment of the tourist destination in the implementation of a sustainable tourism model.



Direct involvement of the tourism service providers, showing and distributing the project communication materials to their customers: brochures, leaflets, but also “sustainable gadgets” like flasks to be filled in with tap water or beach ashtrays.



Web and social media communication strategy based on a storytelling approach, involving tourists and citizens through the collection of video, audio messages and pictures.



Marketing strategy

THE MARKETING STRATEGY HAS TO IDENTIFY THE MAIN CHANNELS AT REGIONAL, NATIONAL AND INTERNATIONAL LEVEL FOR PROMOTING THE CONSUME-LESS TOURISM MODEL, THUS ENSURING ITS FUTURE TRANSFERABILITY AND DURABILITY.



The first step relates to the definition of the promotional materials based on those developed within the local communication campaign, that have to be promoted through the marketing channels, tools and media identified.

A fundamental tool of the marketing strategy is the **ConsumelessMed on-line platform**, (www.consumelessmed.org) promoting the Consume-less tourist destinations and showcasing all the initiatives and materials produced at local level. Through the platform, it is possible to follow the implementation of the Consume-less model, gaining practical information and contacts related to case studies and having the possibility to download all the tools designed, tested and refined within the project.

A Consume-less policy paper has been draft in order to support local regional and national authorities to supply recommendations and guidelines for mainstreaming the Consume-less model within existing policies, plans and programmes related to sustainability and tourism development. In this way local administrations adopting the model could have the opportunity to exploit existing financing programme to enhance the Consume-less related activities.

Monitoring

THE MONITORING OF THE RESULTS OBTAINED THANKS TO THE IMPLEMENTATION OF THE CONSUME-LESS TOURISM MODEL ALLOWS TO EVALUATE THE EFFECTIVENESS OF THE ACTIONS IMPLEMENTED IN PROMOTING A MORE SUSTAINABLE TOURISM, BUT ALSO PROVIDES USEFUL DATA AND INFORMATION FOR THE DEVELOPMENT OF THE MARKETING STRATEGY.

Monitoring of the ConsumelessMed label implementation: this is a mandatory task for the facilities applying the label, based on the realization of self-audits and on periodical on-site audits to the facilities, performed by the Consume-less Committee.

Monitoring of the demonstrative measures: specific procedures collecting and elaborating data in terms of waste, water and energy savings should be defined in order to better communicate to tourists and citizens the environmental benefits related to the implementation of the measures.

This bottom up information, including further data that could be collected by the public authorities and the other stakeholders involved in pilot activities, also represents a starting point towards the development of a broader monitoring system aiming to better describe and measure the tourism impact and the sustainability performance of the area.



Setting up a Consume-less action plan

STEP 1

Draft a context analysis about tourism profile and the main environmental pressures. Develop a preliminary proposal of the action plan for the implementation of the Consume-less tourism model.

STEP 2

Train the local stakeholders about the Consume-less model using the training materials developed by the project. Collect their feedbacks and involve them in the fine-tuning and approval of the action plan.

STEP 3

Design the demonstrative measures, set up the communication campaign and design the related materials and tools. Draft a marketing strategy to promote your Consume-less tourist destination.

STEP 4

Sign a Consume-less agreement for the implementation of the model and launch it, presenting to the local community, with particular reference to the tourism service providers, the action plan for the implementation of the model.

STEP 5

Train the tourism service providers and involve them in the development of the action plan. Organize informative initiatives and specific training workshops presenting and discussing the implementation of the ConsumelessMed label.

STEP 6

Implement the action plan and monitor the results. All the project actions, including the label, the demonstrative measures, the communication campaign and the marketing strategy should be developed and monitored according to the procedures defined in the action plan.



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